

**Amendments to the Claims**

This listing of claims replaces all prior versions of the claims in the patent application:

Claims 1-19 (canceled).

Claim 20 (currently amended):       A method for displaying a TV program to a viewer, comprising:

          processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

          storing the viewer characteristics information profile on a viewer storage device;

          presenting the viewer with a first list of TV programs available for viewing, the programs selected and arranged in accordance with the viewer characteristics information profile;

          receiving feedback input from the viewer after viewing the first list, the input requesting different selections than in the first list; and

          presenting the viewer with a second list including of alternative TV programs available for viewing, the alternative programs selected in accordance with an alternative viewer characteristics information profile.

Claim 21 (original):   The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

Claim 22 (original):   The method of claim 20, wherein the alternative profile includes viewer characteristics information for a second viewer.

Claim 23 (original): The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

Claim 24 (original): The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.

Claim 25 (previously amended): The method of claim 20, further comprising:  
replacing the viewer profile with the alternative profile.

Claim 26 (previously amended): The method of claim 25, further comprising:  
allowing the viewer to edit the alternative profile.

Claim 27 (previously amended): The method of claim 20, further comprising:  
randomly selecting the alternative profile from a plurality of available alternative profiles.

Claim 28 (currently amended): A method for presenting available TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics

information profile; and

presenting the viewer with one of a first list of the selected programs and an alternative second list of programs, the first list arranged in accordance with the viewer characteristics information profile, and the second list arranged in accordance with an alternate viewer characteristics information profile, wherein the second list is based on feedback input from the viewer of the first list.

Claim 29 (previously amended): The method of claim 28, wherein selecting the programs comprises:

processing information indicative of characteristics of the selected programs, and  
wherein presenting the list comprises presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer profile and the characteristics of the selected programs.

Claim 30 (original): The method of claim 28, wherein the list is sorted in accordance with the degree of correspondence between the characteristics of each selected program and the viewer profile.

Claim 31 (original): The method of claim 28, wherein presenting the list comprises:

presenting the viewer with a list of the selected programs, the list including the characteristics of the selected programs.

Claim 32 (currently amended): A method for presenting TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile; and

presenting the viewer with a first list of the selected programs, the first list arranged without viewer input in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer about the first list; and

presenting the viewer with a second list of selected programs based on said feedback input.